An analysis of the calorie content of ‘food on the go’ products in the out of home sector in Scotland - 2023

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Executive summary

Limited data exists around the calorie content of foods eaten out of home in Scotland. It is estimated that 25% of the calories (kcals) we consume comes from food eaten out of home, and food on the go accounts for nearly two thirds of out of home trips. Food on the go can be defined as food purchased for immediate consumption, with the expectation that it will not to be consumed within an establishment, for example, eaten outside, at work, or when travelling.

As food on the go products make up the highest proportion of out of home trips in Scotland, further exploration of the calorie content of food on the go products available is required. To address this, Food Standards Scotland worked with the Rowett Institute (University of Aberdeen) to collect data on the calorie content of food on the go main meal products[1] available out of home. The data was collected between January and March 2023 from 17 branded out of home businesses. The business types captured included supermarket front of stores, convenience retail stores, quick service restaurants (fast food outlets), bakery & sandwich shops and cafes & coffee shops, which commonly sell food on the go products. The data collected provided a snapshot of the current offerings during this specific time period.

The results of this research were compared to both industry focused UK wide calorie reduction guidelines, set to encourage the reformulation of out of home products, and to consumer focused guidelines. This research found that the kcals available for food on the go main meal options generally fell below the UK Government calorie reduction guidelines on an individual product basis, although the calorie content of the burgers analysed was of particular concern. When compared to the calorie reduction guidelines, only 5% of sandwiches were above the guidelines for maximum kcals per portion (580 kcals), however a greater number of sandwich products (24%) were above the guideline for average kcals per portion (480 kcals). With regards to consumer focussed guidelines, a large proportion of burgers (43%) exceeded the calorie recommendation of 600 kcals for lunch and dinner.

This research only explored individual products, not those purchased in combination, such as part of a meal deal. Further research exploring the nutritional content of meal deals in particular may be beneficial in the future to gather a more realistic picture of the kcals consumed on the go.

As part of Scottish Government's out of home action plan, Food Standards Scotland have been tasked with developing a monitoring and evaluation strategy to assess the impact of the suite of measures stated in the plan. Longer term, this will include calorie reduction as the key indicator of success. This research supports monitoring of the out of home environment by addressing an evidence gap on the calorie content of food on the go products available in Scotland.

[1] Products that would be expected to be consumed as a main meal, e.g. for breakfast, lunch or dinner. Does not include snacks, side dishes and small plates.

1. Glossary

Term	Definition
Out of home	Any food or drink bought and eaten away from home, including food 'on the go' and any takeaway or home delivered food.
Food on the go	This refers to: ○ food that is purchased with the expectation not to be eaten within the establishment it was purchased, e.g. could be eaten outside or taken away, but not eaten at home ○ food that is ordered or bought at a counter and delivered with minimum customer service, ready for immediate consumption ○ food that is typically purchased for a specific occasion, e.g. purchasing something quickly to eat on a lunchbreak or when travelling.
Supermarket front of store	A section of a main supermarket store that typically sells food on the go, e.g. lunch products such as sandwiches to be eaten at work.
Convenience retail stores	A smaller convenience store, e.g. local corner shop, Tesco Express or Sainsbury's local
Quick service restaurants	Typically, fast food establishments that include seating and provide food on the go options, such as McDonalds and Burger King.
Main meal products	Products that would be expected to be consumed as a main meal, e.g. for breakfast, lunch or dinner. Does not include snacks, side dishes and small plates.
Meal deals	A sales promotion that allows you to purchase specific food products for a discount if you buy them altogether, e.g. sandwich, snack and drink.
Snacks, side dishes and small plates	For this research, this consists of smaller food products that would normally be consumed alongside a main meal, such as part of a meal deal. Examples include chips, mini sushi pots and cheese portions.
Kcals	Another term for calories that is commonly used interchangeably.

2. Background

Research has estimated that on average 25% of the kcals we consume comes from food eaten out of home. However, limited data exists around the calorie content of non-prepacked foods eaten out of home in Scotland. Mandatory calorie labelling regulations in England were introduced in April 2022[2], which has resulted in an increase in the number of out of home businesses providing this information in store and online. There is currently no legislative requirement concerning the calorie content of non-prepacked products in Scotland, therefore provision of this information is voluntary.

Food Standards Scotland previously conducted research on the provision of calorie and nutrition information by branded out of home businesses in Scotland, including information provided online and within premises. This research focussed on full main meal combinations, starters and desserts that are typically consumed in sit down style restaurants and did not include individual products such as sandwiches. Further research by Food Standards Scotland focused on sweet discretionary products sold out of home, such as cakes, sweet pastries and muffins, which are typically consumed outside of usual meal times.

Food on the go can be defined as food purchased for immediate consumption, with the expectation that it will not be consumed within the establishment it was purchased, for example, eaten outside, at work, or when travelling. In 2021, the food on the go market accounted for 62% of out of home trips in Scotland[3], followed by food consumed on premises (23%) and food consumed at home e.g. takeaways (16%). This is demonstrated in figure 1.

[2] Regulations applied to businesses with more than 250+ employees.

[3] Note from 2021 unpublished Kantar data.

Figure 1: Doughnut chart displaying the proportion (%) of out of home trips in Scotland that were food on the go, on premises, or consumed at home in 2021.

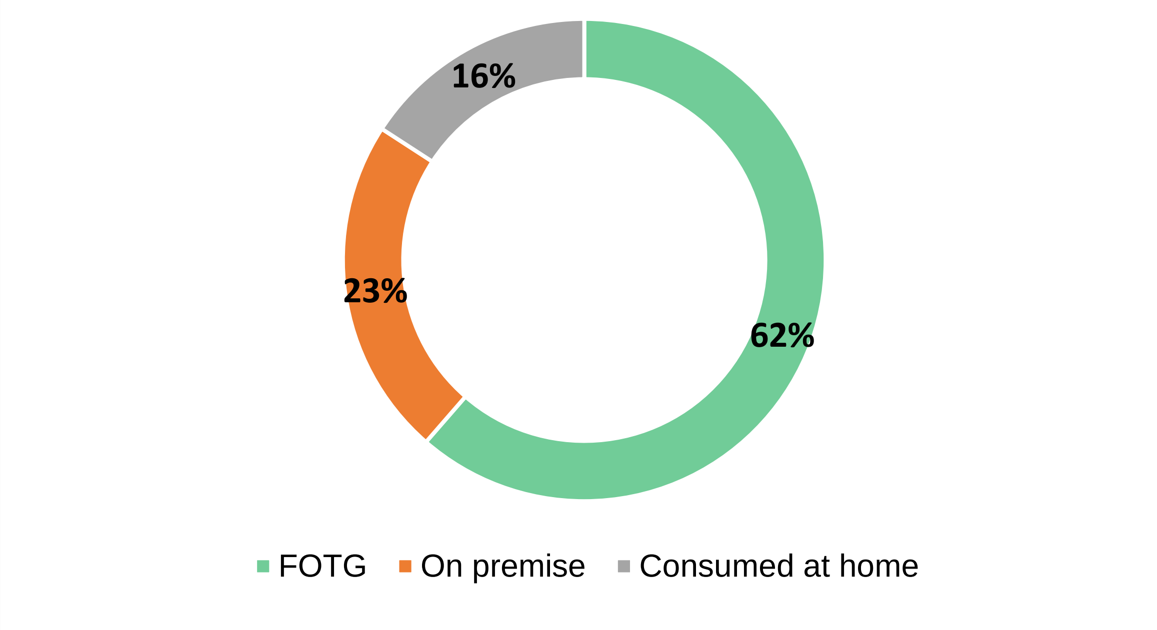

Figure 1- Doughnut chart displaying the proportion (%) of out of home trips in Scotland that were food on the go, on premises, or consumed at home in 2021.

In Great Britain, the majority of food purchased 'on the go' is consumed in the workplace (37%), outside (27%), and when travelling (17%). In 2021 in Scotland[3], on average, each person made around 107 trips per year to purchase food on the go, and in 2019 sweet snacks and quick meals were a common choice when buying food on the go. Meal deals were a popular promotion when buying food on the go, and was the promotion type used most often out of home overall[3].

As food on the go products make up the highest proportion of out of home trips in Scotland, further exploration of the calorie content of food on the go products available is required. To address this, Food Standards Scotland worked with the Rowett Institute (University of Aberdeen), to collect data on the calorie content of food on the go main meal products available out of home. As many food on the go products are sold pre-packed, nutritional information is more readily available to assess when compared to other out of home products.

As part of Scottish Government's out of home action plan, Food Standards Scotland have been tasked with developing a monitoring and evaluation strategy to assess the impact of the suite of measures stated in the plan. Longer term, this will include calorie reduction as the key indicator of success. This research supports monitoring of the out of home environment by addressing an evidence gap on the calorie content of food on the go products available in Scotland.

3. Aims

The aims of this research are:

a) To gather and analyse the calorie content of a selection of food on the go products to better understand what is available;
b) To support monitoring and evaluation of Scottish Government's out of home action plan;
c) To support engagement with businesses to facilitate reformulation to reduce calorie content.

4. Methodology

Data collection

The research team at the Rowett Institute (University of Aberdeen), led by a research dietitian, collected data both online and in person for all main meal products available from a number of businesses that sell food on the go products and provide calorie information. Some in store data collection took place using the method of taking photographs of the product and the corresponding calorie information as some online menus do not list the full range of products sold in store. The calorie content for one portion of each individual product was captured, alongside the name of the out of home business, and the date the information was collected. The data was collected between January and March 2023 and received by Food Standards Scotland in Microsoft Excel format at the end of March 2023.

Seventeen out of home branded businesses were explored within this review. These businesses were chosen based on knowledge from previous research of UK wide branded chains that operate in Scotland, that sell food on the go products and provide calorie information. Within this research there was some overlap with the types of businesses explored in previous Food Standards Scotland research, however it focused on food that can be eaten on the go such as supermarket front of stores rather than food that can be consumed within the premise, such as a supermarket café's. The number of businesses included was based on resource and time available for this research.

The business types captured are listed below. These are the most commonly visited OOH businesses that sell food on the go:

- supermarket front of stores
- convenience retail stores
- quick service restaurants (fast food outlets)
- bakery & sandwich shops.

No independent businesses were included in the research due to the lack of calorie information currently available in these businesses in Scotland.

The products in scope of this research was based on Food Standards Scotland researchers assessment of products which are deemed to be food on the go items [and that had not been gathered in previous research](#).

Products in scope include the following:

- Main meal food offerings (both packaged and loose products), to include:
  - Sandwiches, wraps, baguettes, paninis, breakfast rolls, hot dogs, burgers.
  - Savouries such as pies, other savoury pastries (e.g. sausage rolls, bakes), pizza slices.
  - Pasta salads, hot food boxes, soups, salad pots, sushi, baked potatoes.

Products out of scope include the following:

- Products defined as snacks, side dishes or small plates.
- Sweet discretionary foods, such as cakes, sweet pastries, muffins, confectionery, cold desserts.
- Drinks.
- Food aimed at children.

During the data collection process, products available as part of a meal deal were highlighted, however only the main meal element was included in the analyses. It is important to note that the data collected is essentially a 'snapshot' of the current offering during a specific time period and will likely be subject to seasonal changes over time.

Data cleaning

Data was collected, both online and instore for a total of 1186 products, of which 929 products were retained for analysis. 257 products were removed as they did not meet the inclusion criteria. This included the following:

- Items that were deemed to be intended to be consumed by more than one person, e.g. platters.
- Menu products where it was unclear how many would be purchased. For example, individual fried chicken pieces where more than one would likely be purchased from a quick service restaurant.
- A meal combo as this could contain more than one food category, e.g. burger and chips meal.
- Items to be added to meals, such as 'toppers' for porridge.
- If the product was marked as a 'snack' or 'snack size' on the packaging. Photos provided by the researcher were utilised to determine some of these.
- If the product was sold as part of a meal deal and marketed as the 'snack' or 'side' element.
- If the product was very low in kcals, for example if the product included around 100 to 150 kcals, as we would not expect these products to be classed as a main meal product.

Adjustments to some products were also made due to how a product would be expected to be eaten by consumers. For example, if a product came marked as 'two portions' but calorie information was only provided for one portion, the figures were adjusted to represent both portions if expected that the product would be consumed in one sitting (e.g. boxed salads, pasta salads)[4].

Products were then sorted and grouped into food categories. Table 1 below shows how the food on the go products were categorised and provides examples of products included for each category. These were adapted from Food Standard Scotland's previous market research data and from the categories included in the UK Government's calorie reduction programme.

[4] Note this was determined via agreement between two quality assessors.

Table 1: List of food on the go categories and examples of the products included within each category

Food on the go category	Examples of products included within each category
Breakfast oats and grains	Porridge, porridge with additions (e.g. jam, sugar, syrup), granola, oatmeal, bircher, muesli
Burgers	Beef burgers, chicken burgers, fish burgers, plant-based burgers
Curries	Thai chicken curry, curry bowls
Meat and fish products, including meat alternatives	Fish & seafood, chicken, red and processed meat, meat alternative products (e.g. vegan)
Pasta and pasta salads	Pasta with a sauce or salad element, such as cheese and tomato pasta or tuna and sweetcorn pasta salad
Other salads	All other salads that do not contain pasta, such as Caesar salads or grain-based salads (e.g. rice, couscous)
Savoury pastries	Sausage rolls, curry slices, filled pasties, bakes, croissants and slices
Pizza	Pizza with toppings, focaccia with toppings, pizzetta
Sandwiches	Wraps, flatbreads, rolls, subs, ciabatta, panini, toasties, burritos, baps, baguettes, breakfast sandwich muffins
Soup	Various types
Sushi	Prawn sushi, chicken sushi, duck sushi, fish sushi, vegetable and vegan sushi, poke, sushi rolls

Analysis parameters

The data was analysed using a number of descriptive statistics, which included:

- The proportion of food on the go main meal products within each food category.
- The median[5] kcals per portion for each food category.
- The median kcals per portion as a proportion of the average daily energy requirements of a female adult for each food category.
- A comparison of individual products within each food category against the UK Government's calorie reduction target maximum kcals per portion and the simple average (see appendix, table 9). [6]
- A comparison of the individual products within each food category against the suggested calorie intakes per Public Health England's[7] 'One You' campaign for breakfast, lunch and dinner, which is 400 kcals for breakfast, 600 kcals for lunch and 600 kcals for dinner (allowing for 400 kcals in the day for remaining snacks and drinks).
- The median kcals per portion for each business type.

The median kcals per portion for each business type by food category was not explored due to small sample sizes.

5. Results

Table 2 displays the proportion of products within each of the main meal food on the go categories analysed. It illustrates that the highest number of food on the go products recorded was for sandwiches at 59%, followed by pasta and pasta salads (9%) and other salads (8%)[8]. See table 8 in the appendix for a list of the total number of products per business type.

Almost half (46%) of the products recorded were available as part of a meal deal.

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[5] Median values have been presented as opposed to the mean as there are outliers in the data that might skew the average of the values.

[6] Note the simple average is the average of a set of values calculated with each value being assigned equal weighting.

[7] Note Public Health England are now referred to as the Office for Health Improvement & Disparities (OHID).

[8] These percentages were rounded to the nearest whole number.

Table 2: List of food on the go categories and the proportion of main meal products within each.

Food on the go category	Proportion of products within each main meal food category
Breakfast oats and grains	4%
Meat and fish products	2%
Pastries	3%
Soup	1%
Burgers	7%
Other salads	8%
Pizza	1%
Sushi	6%
Curries	0.3%
Pasta and pasta salad	9%
Sandwiches	59%

Table 3 includes the list of food categories and the number of products recorded for each. It also includes the median kcals per portion, the median kcals as a percentage of the recommended daily intake for females, the lowest and highest kcals per portion, and the range of kcals. These results illustrate that for the specific food categories, burgers had the highest median calorie value per portion recorded at 556 kcals followed by pasta and pasta salads at 455 kcals and curries at 445 kcals[9]. Soup had the lowest median kcals per portion at 207 kcals. Burgers had the highest maximum kcals per portion recorded at 1,155 kcals and soup had the lowest at 116 kcals. The range of kcals was largest for burgers at 946 kcals, followed by other salads (560 kcals) and pasta and pasta salads (473 kcals). With regards to the median kcals per portion as a proportion of average calorie requirements for an adult female per day this was greatest for burgers (28%), pasta and pasta salads (23%) and pizza (22%).

[9] Note that for curries only three products were collected.

Table 3: List of food categories including the number of products recorded and the median, median as percentage of recommended daily intake, lowest, highest and range of kcals for products.

Food category	Number of products recorded	Median (kcals) per portion	Median (kcals) as % of recommended daily intake*	Lowest (kcals) per portion	Highest (kcals) per portion	Range (kcals)
Breakfast oats and grains	33	250	13	154	374	220
Burgers	60	556	28	209	1155	946
Curries	3	445	22	399	572	173
Meat and fish products (including meat alternatives)	18	280	14	202	599	397
Pasta and pasta salads	83	455	23	200	673	473
Other salads	73	321	16	118	678	560
Savoury pastries	31	395	20	261	545	284
Pizza	13	439	22	247	617	370
Sandwiches	549	417	21	233	703	470
Soup	11	207	10	116	396	280
Sushi	55	289	14	154	533	379

* 2,000 kcals, note based on average calorie requirements for an adult female (age 19 to 64 years).

Table 4 includes the UK Government's recommended maximum kcals[10] per portion and the simple average[11] for the UK Government calorie reduction guidelines, and the proportion of individual food on the go main meal products that were above these (see appendix table 9 for further detail). It should be noted that breakfast oats and grains, pasta and pasta salads, other salads, soup and sushi did not fit within any of the UK Government descriptors.

[10] Note that the guideline for maximum kcals per portion were set for the eating out sector so that kcals per portion should not exceed the 75th percentile of the current range of products on the market to reduce portion size and should therefore be considered when interpreting these findings.

[11] The average of kcals per portion guideline provides businesses with flexibility in achieving portion size reduction within their product portfolio, meaning that businesses can sell products above or below this guideline, but the simple average of all the products should be cross referenced with it.

When compared to the UK Government's maximum recommended values per portion, only the sandwich category was above this, with 5% exceeding the maximum calorie recommendation. With regards to the simple average recommendations, all of the products for curries, meat and fish products and pizzas met this. For burgers, 7% were greater, followed by 24% of sandwiches and 32% of savoury pastries.

Table 4: List of food categories and the proportion of individual food on the go main meal products above the two UK Government calorie reduction guidelines.

Food category	UK Government food category	UK Government max kcals values per portion	Proportion above the UK Government max kcals values per portion	UK Government simple average kcals values per portion	Proportion above the UK Government simple average kcals values per portion
Burgers	Main meal	1,345*	0%	860	7%
Curries	Main meal	1,345	0%	860	0%
Meat and fish products	Main meal	1,345	0%	860	0%
Savoury pastries	Savoury pastries	670	0%	430	32%
Pizza	Pizza	1,230	0%	830	0%
Sandwiches	Sandwiches	580	5%	480	24%

* Note burgers less than 500 kcal count as sandwiches within the UK Government categories. However, for this research we have included all within the 'burgers' category, to ensure robust sample sizes for this category, and compared them against the 'main meal' category metrics within the UK calorie reduction guidelines.

With regards to consumer recommendations, Public Health England's suggested calorie intakes[12] for adults, per their 'One You' campaign (2018), is 400 kcals for breakfast, 600 kcals for lunch and 600 kcals for dinner (allowing for 400 kcals in the day for remaining snacks and drinks). Table 5 shows the proportion of items within each food category that are above the 600 kcals recommendation for lunch and dinner. It shows that 43% of burgers were above followed by 8% of pizzas, 7% of pasta and pasta salads, 2% of sandwiches and 1% of other salads. All other food categories didn't have any products that exceeded this recommendation.

[12] Note Public Health England are now referred to as the Office for Health Improvement & Disparities (OHID).

Breakfast oats and grains were the only food category which could be included within the ‘One You’ campaign’s category recommendations for breakfast, and all of the products within this category were below the recommended 400 kcals.

Table 5: Proportion of food categories that are higher than 600 kcals per portion.

Food category	Proportion higher than 600 kcals
Burgers	43%
Curries	0%
Meat and fish products	0%
Pasta and pasta salads	7%
Other salads	1%
Savoury pastries	0%
Pizza	8%
Sandwiches	2%
Soup	0%
Sushi	0%

Table 6 lists the total number of products per business type, and the median kcals per portion. The businesses have been categorised into four different categories. The vast majority of products fall under supermarket front of store/convenience retail stores (554) followed by bakery and sandwich shops (140), café & coffee shops (131) and quick service restaurants (104). With regards to the median kcals available per portion, quick service restaurants had the highest at 445 kcals, and supermarket front of store/ convenience retail stores the lowest at 400 kcals (table 6).

Table 6: Total number of food on the go products per business type, and median (kcals) per portion

Business type	Total number of products per business type	Median (kcal) per portion
Supermarket front of store/convenience retail stores	554	400
Quick service restaurants	104	445
Café & coffee shops	131	402
Bakery and sandwich shops	140	427

6. Discussion

Overall, the findings from this research indicate concerns around the calorie content of burgers in particular. Almost half of the burgers analysed (43%) exceeded the Public Health England's suggested calorie intakes[13] for adults of 600 kcals lunch or dinner recommendation. With regards to the recommended daily intake, the median calorie value for the burgers was also the highest contributor, making up 28% of the recommended daily intake for a female (per table 3). Burgers are often sold as a meal deal, therefore are a category of concern, as not only do they individually have a higher calorie content, but when combined with other meal deal combinations they can result in a high calorie consumption for one sitting.

When compared to the UK Government calorie reduction guidelines (see table 4), the majority of the products in this research were within the maximum calorie recommendations per portion. Sandwiches were the only category in which products (5%) were greater than the guideline for maximum kcals per portion. This finding is in contrast to what Food Standards Scotland found when exploring the calorie content of sweet discretionary products out of home, which found that that 82% of all sweet discretionary products analysed were above the UK Government maximum guidelines for kcals per portion. Although these products differ from the food on the go products explored, they are also frequently consumed out of home.

The median kcals per portion for food on the go main meal products were broadly similar between the four business types explored, with a difference of just 45 kcals. However the median kcals per portion for each business type by food category was not explored due to small sample sizes.

This research only explored individual products, however, meal deals are common and nearly half (46%) of the main meal products recorded could be purchased as part of a meal deal. Of the products analysed, nearly half of sandwiches and almost

[13] Note Public Health England are now referred to as the Office for Health Improvement & Disparities (OHID)

all the burgers were noted as being on sale as part of a meal deal. From a value for money perspective, it is expected that consumers would be encouraged to purchase food in this way, a meal deal has the potential to increase the total kcals consumed at a meal occasion and are widespread. The Scottish Government recently conducted research to understand price and placement marketing strategies used within premises and online by out of home businesses in Scotland which found that meal deals were visible inside or outside just over half (54%) of all the businesses visited, where the standard meal deal offer consisted of a main, a snack and a drink. They were observed at most supermarkets (92%), in the majority of convenience outlets (67%) and quick service restaurants (62%), and around half of bakeries (52%). Within this research project, of the different business types explored, quick service restaurants, supermarket front of store and convenience retail stores were recorded as offering meal deals.

To illustrate the potential impact of meal deals the calorie contents of two typical meal deals were estimated. Table 7 shows that the calorie contents estimated for a sandwich and burger meal deal were above the 600 kcals suggested lunch and dinner values from Public Health England. Note that choices can be made to reduce the calorie content of these meal deals.

Table 7: Items and kcals available for sandwich and burger meal deal types

Meal deal type	Item in meal deal and kcals[14]	Total amount of kcals per meal deal type
Sandwich meal deal	Sandwich – 417 kcals (median) Salted Crisps – 234 kcals Cola drink (500ml) – 210 kcals	861 kcals
Burger meal deal	Burger – 556 kcals (median) Regular fries – 275 kcals Cola drink (medium) – 190 kcals	1,021 kcals

7. Strengths and limitations

This research addresses an evidence gap by gathering information on the kcals present in a wide range of main meal food on the go products sold out of home in Scotland. The findings of this research can be used in conjunction with the findings of other research, such as the analysis of sweet discretionary products, to support calorie reduction and reformulation in the out of home sector.

[14] Note that the calorie amounts for the sandwich meal deal crisps and drink were taken from the Tesco website. The calorie amounts for the fries and drink for the burger meal deal were taken from the Burger King website.

However, this research had a number of limitations. The first is that as a cross sectional study that provides a snapshot in time of current circumstances, it is possible that the calorie information collected had a bias towards factors such as seasonality and availability on the day, which may mean it is not a true representation of the food on the go market. This project only collected branded items with calorie information present, therefore it was not a full representation of all of the food on the go products available. Information of this nature is not as readily available from independent businesses especially in an online format which is where the majority of the data collection was conducted. An additional limitation is that this research assesses what is available, and not necessarily what is purchased, however there will be a relationship between the two.

With regards to further research, assessing wider nutrition information would be useful to explore. For example, the results of a recent report on meal deal snacks by Action on Salt, highlighted that almost 70% of snacks included in meal deals sold on the high street are dangerously high in saturated fat, salt and sugar.

8. Conclusion

This research found that the calorie content of food on the go main meal options generally fell below the UK Government calorie reduction guidelines on an individual basis, although the calorie content of the burgers analysed was of particular concern. However, food on the go is often promoted and purchased as part of a meal deal, or alongside other products, which increases the amount of kcals purchased (and assumed consumed) per meal occasion. As a result, further research exploring the calorie content and wider nutrition of meal deals in particular would be beneficial.

9. Appendix

Table 8: List of food on the go business types explored and total number of products per food category for each

Business type	Food categories	Total number of products per food category
Supermarket front of store/convenience retail stores	Breakfast oats and grains	1
	Burgers	3
	Curries	0
	Meat and fish products	2
	Pasta and pasta salads	72
	Other salads	52
	Savoury pastries	11
	Pizza	0
	Sandwiches	358
	Soup	0
	Sushi	55
Quick service restaurants	Breakfast oats and grains	5
	Burgers	57
	Curries	0
	Meat and fish products	10
	Pasta and pasta salads	0
	Other salads	8
	Savoury pastries	0
	Pizza	0
	Sandwiches	24
	Soup	0

	Sushi	0
Café & coffee shops	Breakfast oats and grains	17
	Burgers	0
	Curries	2
	Meat and fish products	2
	Pasta and pasta salads	4
	Other salads	4
	Savoury pastries	9
	Pizza	10
	Sandwiches	80
	Soup	3
	Sushi	0
Bakery and sandwich shops	Breakfast oats and grains	10
	Burgers	0
	Curries	1
	Meat and fish products	4
	Pasta and pasta salads	7
	Other salads	9
	Savoury pastries	11
	Pizza	3
	Sandwiches	87
	Soup	8
	Sushi	0

Table 9: Summary of calorie reduction guidelines for the eating out, takeaway and delivery sector and joint categories per UK Government calorie reduction technical report (p18)

Category	Calorie reduction ambition (%)	Baseline simple average kcals (range of calorie levels) (kcals)	Simple average guideline kcals per portion (kcals)	Maximum guideline for kcals per portion (75th percentile) (kcals)
Eating out, takeaway and delivery sector				
Main meal	20%	1,080 (385 - 2,085)	860	1,345
Starter/side dish/small plates	20%	465 (110 – 1,230)	375	600
Children's meal bundles	10%	700 (400 – 1,230)	630	825
Retailers and manufacturers and eating out, takeaway and delivery sector out of home				
Pizza	20%	1,040 (475 – 2,320)	830	1,230
Pastry products	20%	535 (100 – 1,385)	430	670
Sandwiches	5%	510 (220 – 1,140)	480	580

Per the above
- All of the figures have been rounded to the nearest 5 kcals.
- Best practice guidance for sharing starters/side dish/small plates uses a multiplier of the maximum calorie guideline for a single serving (600 kcals). For example, for sharing starter for two should contain no than 1,200 kcals or for three 1,800 kcals.
- Joint guidelines for pizza, pastry products and sandwiches have been set using data for the eating out, takeaway and delivery sector.
- Figures are based on weighted data to ensure all businesses products were equally represented in the analysis.